MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019 SESSION

LWD1037 - WORKPLACE DISCOURSE

(All sections)

19 OCTOBER 2018
9 a.m. – 11 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** pages with **TWO** sections only.
2. Answer **ALL** questions.
3. Write all your answers in the ***Answer Booklet*** provided.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]
Instruction: Answer ALL questions.

Question 1
Explain the following terms:

a. Professional discourse (5 marks)
b. Institutional discourse (5 marks)

Question 2
A key notion in the area of discourse analysis is the concept of discourse and society. Explain the following terms:

a. Communities of practice (Wenger, 1998) (5 marks)
b. Discourse communities (Swales, 1990) (5 marks)

Question 3
There are two main features of Business English as a Lingua Franca (BELF). Explain the features as listed below:

a. The use of speech accommodation (5 marks)
b. The 'let it pass' procedure (5 marks)

SECTION B: ANALYSIS QUESTIONS [20 MARKS]
Instruction: Answer ALL questions

Question 1
Consider the following excerpt from a conversation among three friends.

1 Andrew: Hi there. Nice meeting both of you here in the café.

2 Jane: Hello Andrew.

3 Andrew: Have you guys heard from Sandra lately? She hasn't called in ages.

4 Loo: Yeah, she sent me an e-mail from Perth Australia.

5 Jane: Perth Australia?

6 Loo: Oh, maybe it was from Sydney.

7 Andrew: What is she doin' there?

8 Jane: I'm sure it must've been from Sydney 'cause she was gonna study there all summer.

9 Loo: Why are you asking?

10 Andrew: I've just been thinking about her.

11 Loo: She's on some kind of summer exchange programme. She gets to go there yearly.

12 Andrew: Lucky her.

13 Loo: Yeah. Well, I'm not sure. She said she was tired of being away from home and wants

14 to come home.

Continued...

(a) Explain the following items citing an example of each in the conversation above.

i. adjacency pair (1 mark)
ii. turn-taking signal (1 mark)
iii. claiming the floor (1 mark)
iv. preferred response (1 mark)
v. dispreferred response (1 mark)
vi. repair (1 mark)
vii. feedback (1 mark)

(b) In the conversation above, how many turns does each participant have? (3 marks)

Question 2

Consider the following excerpt from a newspaper.

Hotel A is looking for a new **HOTEL MANAGER** in the Zurich area.

Your mission:
Under the supervision of the Regional Director of the Zurich area, your mission will consist of managing the hotel as an entrepreneur, in the strict respect of the legislation in force. You will be in charge of a competent team of collaborators active in tourism, entertainment and fashion industries as well as government agencies.

Your profile:

- A university diploma, or equivalent
- 5 years' experience in the hotel industry and successful experience in operation and finance
- Experience in the management of a team
- Solid knowledge of Swiss hotel laws
- Charismatic person; you are able to motivate and mobilise your collaborators and partners
- Rigorous
- Excellent sense of organisation
- Speak German
- Good command of English
- Proficiency in French would be an asset

The place of work is in Zurich City. Do not hesitate to contact us via email for complete specifications at:

applications@promindconsulting.com

Interested candidates may send us their full application using the envelope enclosed to the following address:

PRO MIND Consulting SA, Avenue de la Gare 5, CP 1208, 1001 Lausanne, Switzerland.

Send in your application before **17 July 2017**. Your application will be processed with full confidentiality.

Continued...

a. Explain genre and identify the genre of the text above. (3 marks)
b. Explain the text above in terms of its:
   i. communicative purpose (4 marks)
   ii. generic structure (3 marks)

End of Paper